**Title:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Author:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date of Publication:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Rhetorical Situation** | |
| **Exigence**: What’s sticking in the author’s craw? **What need (or lack, or issue) does the author seem compelled to address?** **Who is the Speaker?** |  |
| **Purpose:** What does the author intend for the readers to do while, and after, they read (or hear) the text? Is the text written simply to clarify an issue, an idea, or a concept? Or is the writer attempting to change the audience’s mind on an ethical issue, or perhaps the audience’s behavior, or the way the audience looks at the world? Is the writer calling for an action on the part of the audience? |  |
| **Audience:** For whom is the writer writing, and in what **context** does the work appear? With whom  will the writer’s words “resonate,” and why? If the writer is calling for an action on the part of his or  her readers, who will be capable of responding to the call? |  |

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| **Appeals** | |
| **Logos (argument**): **The central argument or Thesis of the text**; think of Toulmin (claim, data, warrant). What is the main idea and Subject of the piece? Has the writer/speaker been effective in presenting the thesis? What makes the piece effective?    **What are the main points the author uses to establish his/her position? How do these ideas help to develop and advance the position?** |  |
| **Pathos (audience**): Consider how the writer persuades the audience by appealing to pathos (emotion). **What are the appeals and how are the appeals developed?** |  |
| **Ethos (writer/speaker)**: Consider how the writer persuades the audience by appealing to the ethos (character). How does the author establish credibility with the audience? Does the writer assume a persona such as comedian, scholar, etc.? **Who is the speaker**? **What is the tone—speaker’s attitude toward the subject audience?** **Any bias?** |  |

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| **Arrangement** | |
| How is the piece organized**? How does the arrangement/ organization/development help achieve its purpose?** |  |
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| **Style** | |
| Look beyond the words on the page and analyze the style. Use the technique of **LIDDS** to help. **L—Language:** Use of rhetorical devices. **I—Images:** Think big picture moments: stark, pleasant, idyllic, grotesque, gothic… **D—Details:** Look at the focus: character, action, physical sensation,...Details build images, indicate areas of importance, regulate pace, etc. **D—Diction:** Word choice: formal, informal, poetic, heightened, pretentious, slang, colloquial, vernacular, ordinary, simple, complex. **S—Syntax:** Sentence structure: simple, compound, complex, compound-complex, loose, periodic, inverted, parallel, phrases, clauses…Used to create choppiness, fluidity, repetition, drama. **How does the style contribute to the meaning purpose and effect of the text?** |  |
| **Rhetorical Devices**: (allusion, analogy, antithesis, imagery, irony, figurative language, juxtaposition, parallelism, rhetorical questions, satire, symbolism, understatement, etc.) What is/are the major rhetorical device(s)? **How do the devices help to establish and advance the argument?** |  |